

# BIODIVERSITY





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The United Nations designated the year 2010-2012 as international decade of BIODIVERSITY. Conference of parties 11 (COP 11) will be the first conference in the biodiversity decade.

The city of Charminar was privileged to become the first city in India to have the biodiversity index in the Biodiversity decade. The index is used as the self-assessment and monitoring relating to the environment. Hyderabad scored 36 out of possible 92 points in the city Biodiversity index. It's the 11th meeting and one of the largest international conferences that is held in India this century, COP 11 which did bring together more than 15,000 people from more than 193 countries to coordinate international efforts to achieve the objectives of the Convention on Biological Diversity. The conference held in Hyderabad was about conservation of the water bodies and the implementation of the decision taken at the Nagoya Biodiversity meet 2010, including the 2020 Aichi Targets to save and restore nature.

In the previous meet that was held in Japan Nagoya, delegates agreed for 20 targets for conservation and sustainable use of biodiversity for next ten years. In the new biodiversity meet, new targets were set up which included increasing the area of protected land across the world to 17 per cent and protected oceans to 10 per cent. Countries also agreed to draw up national biodiversity plans to protect fish stocks from over-fishing, reduce alien invasive species and to halve the rate of loss of natural habitats, including forests.

This is an interactive fair providing opportunities for presentations and interaction under the theme of biodiversity. At the Fair, national and local governments, international organizations, NGOs, NPOs, academic institutions, private enterprises, and many other exhibitors from around the world presented their projects, initiatives, ideas, and issues related to biodiversity at display booths and through other means.

- Supraja

## FROM THE DIRECTOR'S DESK

A famous quote "Nature has given enough for every body's need but not for everybody's greed." By M.K. Gandhi, perfectly summarizes the globe's picture today. Mankind was provided with abundant natural resources, but we have turned all of them into non-replenish-able resources, by exploiting them beyond threshold. It is sigh relieving to see the International initiative "The Biodiversity Convention", to address this issue. Biodiversity is the degree of variation of life forms within a given species, ecosystem, biome, or an entire planet. Rapid environmental changes typically cause mass extinctions. One estimate is that less than 1% of the species that have existed on Earth are extant.

The period since the emergence of humans has displayed an ongoing biodiversity reduction and an accompanying loss of genetic diversity. Named the Holocene extinction, the reduction is caused primarily by human impacts, particularly habitat destruction. Conversely, biodiversity impacts human health in a number of ways, both positively and negatively.

The 2012 Hyderabad Conference of the Parties to the UN Convention on Biological Diversity (CBD) is being held from October 1–19 next year in Hyderabad, India. Nearly 8,000 to 10,000 delegates have been discussing on issues relating to bio-diversity and bio safety. The event is the largest conference ever to be held in India. The United Nations designated 2011-2020 as the United Nations Decade on Biodiversity. This is in true sense an advancement that nations are getting sensitive to issues that impact the entire globe.

**- Prof. N V Ramana**

## FROM THE EDITOR'S DESK

I wish all the readers a great month of November. 'Examinations' – the very word brings in our mind a bundle of queries. Most of us think, why examination? It is the part and parcel of any education institution. Though the form has changed, but it still remains the same. It is an age old method of testing a student's perception on a particular subject.

This month most of our students were seen roaming here and there with books in their hands and talking to their concerned faculty, clarifying their doubts. For the first year students, we could notice the same doubt and tension in their faces as we see in the faces of third year students.

The preplacement training has already started from this month. Companies have started visiting our campus. I wish that our PGDM II students achieve their professional dreams without any compromises and emerge as the brightest stars in their respective fields.

I would like to welcome three new students joining the Aurora group. I wish them good luck and a prosperous future ahead.

**- Sudipta Chakraborty**

### Editor

Sudipta Chakraborty  
Assistant Professor  
ABS

### Chief Student Editor

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Aanchal Bagga  
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## MEMOIRS OF THE MONTH

### Diwali - 13<sup>th</sup> November

**Diwali**, popularly known as the "festival of lights," is primarily a five day Hindu festival which starts on Dhanteras, celebrated on thirteenth lunar day of Krishna paksha (dark fortnight) of the Hindu calendar month Ashwin. For Hindus, Diwali is one of the most important festivals of the year and is celebrated in families by performing traditional activities together. For Jains, Diwali marks the attainment of *moksha* or *nirvana* by Mahavira . Arya Samajists, celebrate this day as Death Anniversary of Swami Dayanand Saraswati. They also celebrate this day as *Shardiya Nav-Shasyeshti*. Diwali involves the lighting of small clay lamps filled with oil to signify the triumph of good over evil. These lamps are kept on during the night in order to welcome Goddess Lakshmi.



The festival starts with Dhanteras on which most Indian business communities begin their financial year. The second day of the festival is called the Naraka Chaturdasi. *Amavasya*, the third day of Diwali, marks the worship of Lakshmi, the goddess of wealth. The fourth day of Diwali is known as *Kartika Shudda Padyami*. The fifth day is referred to as *Yama Dvitiya* (also called *Bhai Dooj*).

### Children's Day- 14<sup>th</sup> November

Children's Day is a special day for the children. Universally, Children's Day is celebrated on 20th November, every year as declared by the United Nations in 1954. But in India, it is celebrated on 14th November because the date marks



the birth anniversary of legendary freedom fighter and independent India's first Prime Minister--- Pandit Jawaharlal Nehru. As a tribute to Panditji and his love for children, Children's Day is celebrated on this day. Fondly remembered as Chacha Nehru, he always believed that children decide the future of any country. If children are provided proper foundation and development opportunities, they can uplift the nation towards a greater prosperity, failing which the expectations of any nation can be ruined.

Therefore amidst all this glory, we should not forget Chacha Nehru's real message. This day is a reminder to each one of us, to renew our commitment to the welfare of the children.

### World Diabetes Day - 14<sup>th</sup> November

Each year as a primary global awareness campaign, World Diabetes Day is celebrated on November 14th. It was introduced in 1991 by the International Diabetes Federation and the World Health Organization in response to the alarming rise of diabetes around the world. World Diabetes Day is a campaign that features a new theme chosen by the International Diabetes Federation each year to address issues facing the global diabetes community. Each year, World Diabetes Day is centered on a theme related to diabetes. Topics covered include diabetes and human rights, diabetes and lifestyle, diabetes and obesity, diabetes in the disadvantaged and the vulnerable, diabetes in children and adolescents. Comprising hundreds of campaigns, activities, screenings, lecture, meetings and more, World Diabetes Day is proving internationally effective in spreading the message about diabetes.

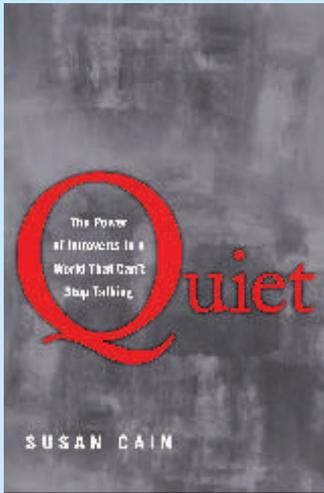


### Facts and Fictions

- A cockroach will live nine days without its head, before it starves to death.
- All Polar bears are left-handed.
- An ostrich's eye is bigger than its brain.
- Banging your head against a wall uses 150 calories an hour.
- China has more English speakers than the United States.
- February 1865 is the only month in recorded history not to have a full moon.
- I am. is the shortest complete sentence in the English language
- If you keep a goldfish in a dark room, it will eventually turn white.
- It's impossible to sneeze with your eyes open.
- Leonardo Da Vinci invented the scissors.
- No word in the English language rhymes with month.
- Right-handed people live, on average, nine years longer than left-handed people do.
- Shakespeare invented the word "assassination" and "bump."
- The sentence, "The quick brown fox jumps over the lazy dog" uses every letter in the English language.
- The word "lethologica" describes the state of not being able to remember the word you want.
- The word racecar and kayak are the same whether they are read left to right or right to left.
- TYPEWRITER is the longest word that can be made using the letters on only one row of the keyboard.

- Supraja

## VIEWS AND REVIEWS

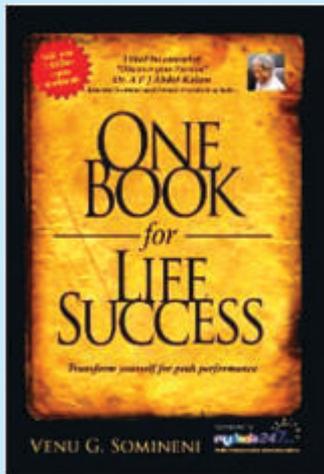


### QUIET. THE POWER OF INTROVERTS IN A WORLD THAT CAN'T STOP TALKING

Author: Susan Cain

What is your image of the ideal manager? Outgoing, expressive, charismatic, extroverted. Certainly not soft spoken, reserved, or withdrawn. Certainly, not an introvert. In her book Susan Cain reveals that half the world belongs to the 'introvert' category, and reveals other astonishing facts about introverts. In today's world, extroversion is the generally accepted, respected and liked personality trait, and introversion is treated almost like a disease. So much so, that introverts are faced with harrowing experiences in their efforts to conceal their introversion, and are pushed to fit into the 'extrovert' category. In her opinion, the workplace is not introvert friendly. She writes that in most organizations, the creative process involves group discussion or brainstorming, while also showing that introverts do their best work by themselves. Susan Cain attributes this to the recent 'rise of the extrovert ideal'. However, through extensive research, she establishes the fact that many traits that introverts possess are desirable in a manager or in the workplace in general. Introverts are generally conscientious... Rosa Parks, for instance, though a highly introverted woman, stood her ground when necessary and helped start the anti-apartheid movement in the United States. This book is a must read for extroverts to understand introverts and accept them, as well as for introverts, to understand and accept their introversion.

- Akshaya Utlia, PGDM - I Year, ABS



### ONE BOOK FOR LIFE SUCCESS

Venu Somnini's principles are simple, but the results you'll achieve will be extraordinary! you will be changed in a positive way for the rest of your life. Life is all about a series of choices and experiences.

The content is spectacular, and life changing. I learned a lot of lessons towards a better life.

There are thousands of books written in the areas of personal development, success, career growth, health, motivational, inspiration, wealth management, investment techniques/tools, and finance management. However, no significant change has happened yet and very few could achieve their dreams. There is an absolute gap between the goal setting process and making them into a reality today.

Like the math equation '2 x 2=4', there is a formula for success. This book is a true eye opener for the people who lost track of their lives.

This book WILL make you realize a lot of things, which include how successful people are made; the best practices to be successful; what it takes to be successful; secrets behind successful people; what it takes for you to be happy; and make you realize your strengths; your passion; your dreams; where you're stuck now; where you're heading; how to manifest your dreams in a short span of time; what is life all about, and following the best practices

- Kavya , PGDM - I Year, ABS

## Beautification of Hyderabad

All thanks to the biodiversity meet because of which our own PEARL CITY was polished to shine. This showed the ability of our government what it could do. The government of Hyderabad redesigned our city so beautiful that the foreign delegates were awestruck to see the old world charm. Now it's clear that if the e government wills it can keep our city clean and hygiene for the welfare of its people which is there right. I hope that government of HYDERABAD continues to keep it city clean and hygiene after the biodiversity conference.

- Supraja

## FESTIVES AND ACTIVITIES

### Celebrating the Joy of Giving

They say good things come in small packages, but I say that they come in jumbo packs too. It is that time of the year when we all celebrate the Joy of Giving. The Joy of Giving Week which started back in the year 2009 is India's 'festival of giving' and brings together Indians from all walks of life. A part of this festival which is organized as a 'mela' here at Hyderabad is the Karamayog Sevamela, organized at the Zoroastrian Club, Secunderabad. The mela with a difference- the Sevamela is a platform wherein the purpose is to connect people with NGOs. An opportunity for NGOs to showcase their services and the efforts put in by them.

Well this was not the first time that we had been to the sevamela. Having visited it last year, we made it a point that we shall not miss it and we were there once again. A total of 65 NGOs made their presence felt this year and the place was livelier than it had ever been before. Charity begins at home and the students from Aurora's Business School volunteered for a range of activities. While someone was busy stacking the donations, the other was glued to his laptop recording each item donated. As one encouraged others to donate blood, the other was donating his blood. Serving and sharing joy across every square inch of the club.



The evening session lit up the mood of the people and the cool weather added to it. The cultural programme saw students from Sri Vidya school and Aim for Seva performing on stage and received a thunderous applause and appreciation from the audience. Another tiny tot, Khushi left the audience in awe with her scintillating dance. There were others too, who came up to entertain (which includes me and my friends from Aurora's Business School) but we were left high and dry as it was nothing compared to the energy and enthusiasm exhibited by those tiny tots who proved to the world – "Hum kisi se kam nahi". The cultural programme ended at 8 pm and we left with a smile on our faces.

- Murtaza Abbas, PGDM - II Year, ABS

### Guest Lecture

The guest lecture given by Mr. G Srinivas primarily focused on the stock markets and the structure of the security market. How market works and shares are traded in the share markets in India and around the globe. An elaborate information on the types of table and graphs used to interpret the trends in the stock market were given to us.

The class was a complete interactive session where opinions and ideas were exchanged. Mr. G Srinivas made it more interesting by his captive illustrations and connecting the concepts with the real life examples. Very interesting videos and pictorial representations kept us connected to the subject and flow of teaching.

The primary objective of the study was to understand the market trends and interpret market directions with the graphical representation. We also learned to identify the prominent patterns in a graph of a company shares in the market, and these patterns help us in making discussions related to investment and at the time of trading shares and commodities in different markets.



The session extending till 5 pm in the evening concluding with the famous Fibonacci number given by Leonardo Da Vinci and its relation with the stock markets. It was interesting to understand the relation and how researchers are still trying to find the pattern using the Fibonacci number. The session gave us a complete description of securities and portfolio management.

- Murtaza Abbas, PGDM - II Year, ABS

## LITERARY CORNER

### Warren Edward Buffett



Warren Edward Buffett, born on August 30, 1930 is an American business magnate, investor, and philanthropist. Despite his youthful confidence about his business acumen hid a self-doubt about nearly everything else; Warren Buffett grew into one of the world's greatest investors. Buffet is the primary shareholder, chairman and CEO of Berkshire Hathaway, an American multinational conglomerate holding company. Buffett has used the earned premiums provided by Berkshire Hathaway's insurance operations to finance his investments.

Buffett usually does what an ordinary investor would have done and this involves buying in generally familiar companies when their stocks are little low and then withhold them forever. In terms of investments, Buffett usually uses arbitrage, preferred stock, and other somewhat off-the-beaten-path strategies. He is an honest man and always wants his stockholders to know that he is not involved in blurry issues.

What makes Buffett different from other investors is his simplicity and the clarity with which he explains his philosophies and transmits good energy. He not only made money but also helped others make money.

- P. Tejashri, PGDM - I Year, ABS

## MARKETING AT ITS BEST

It is important for an organisation to form a message strategy for every advertisement it plans or. If the desired message fails to reach the public then the ad makes no sense at all. In this edition of "Marketing at its best" we have five brands who are trying to convey something to the audience. Can you guess it ?

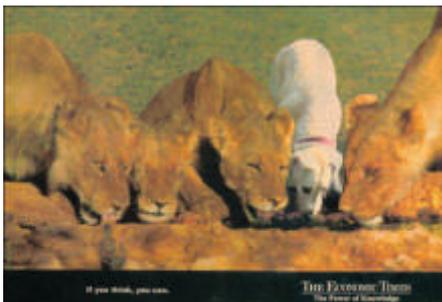
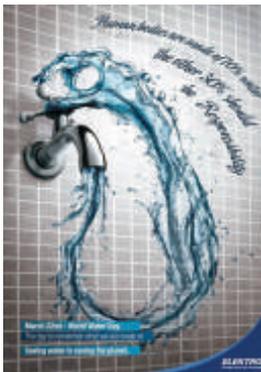
**Elektro** - A save water campaign

**Harry's bread** - What is round, soft and nice to sleep on?

**Chester chicken** - When you are shown a chicken with no bones, what does it mean?

**The Economic Times** - If you think, you can

**LG TVs** - LG pranks elevator riders with TV monitors, screens show floor dropping.



- Murtaza Abbas, PGDM - II Year, ABS

Send in your suggestions, feedback, articles and comments to upgrade forth-coming issues of 'AKSHARA' to [newsletter@absi.edu.in](mailto:newsletter@absi.edu.in)



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NEWSLETTER

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